**IT Applications**

**Onscreen design elements, p 233**

Onscreen solutions need to be carefully designed to create user-friendly onscreen productions.

From pg 234 complete the following in relation to the design elements to consider.

1. Proportion
   1. What is meant by the hierarchy of a page?

* A hierarchy means a system in which things are ranked one above another in order of importance
  1. What factors affect the visual hierarchy of a screen?
* Proportions
* Relative sizing of fonts and graphics

1. Orientation
   1. What does orientation refer to?

* Orientation refers to direction and aspect of elements of an onscreen page.

1. Clarity and consistency
   1. What does clarity refer to?

* Clarity refers to how clearly the information on a screen is presented and how well a user can distinguish between visual elements on the screen.
  1. What is meant by consistency?
* Consistency refers to the use of similar, repeated or predictable features on a screen, so that the user can navigate the information without unnecessary confusion or error.
  1. List elements that can be used to support the consistency of an onscreen document.
* Company logos
* Headers
* Footers
* Font styles
* Numbering styles
* Search fields
* Navigation icons
* Frames

1. Colour and contrast
   1. What are the conventions for onscreen colours

* The most easily readable colours for text are black writing on a white background
* Avoid using red and green together because colour blind people will have trouble distinguishing between the two
* Also avoid using brown and blue together as they can be hard to read
* Limit the variety of colours on the screen
* Light or pastel shades are the best choice for backgrounds
* Avoid using bright valid colours except for an area of the screen you wish to emphasise
* Blue is used for hyperlinks and change purple when visited. If a different colour is used it should be consistent
  1. What is the role of whitespace in assisting the contrast in an onscreen product?
* Whitespace attracts the eye is there is a balance between whitespace, graphics and text.

**Characteristics of onscreen solutions: efficient and effective user interfaces, p 238**

1. What is the user interface?

* User interface is the point at which a user interacts with an information system.

In addition to the design elements already considered high quality user interfaces need to consider the following:

1. Usability and accessibility
   1. What is meant by usability?
   * Usability is a key element in design for onscreen products. The product should feel simple and straightforward to use, even though much research and planning may lie behind the design.
   1. List some factors that contribute to increased usability.
   * Buttons
   * Less scroll
   * Links
   1. Which fonts are used for headings and body of document?
   * Serif fonts are used for the body of the document and Sans serif are used for headings.
   1. What is meant by accessibility?
   * Accessibility for all users groups is important. An onscreen product should be accessible by users of varying skill levels as well as users with disabilities.
   1. List examples of conventional navigation symbols.
   * Question mark for a help icon
   * House symbol for a home icon
   * Backwards and forwards arrows to go to previous or next pages
   1. What other factors must interface designers consider?
   * Target audience
   * How accessible the information will be
   1. What are built in redundancies in an onscreen product?
   * Icon
   * Drop down menu choice
   * Keyboard shortcut